

We claim:

1. A method of selling window coverings of the type in which a window covering material is hung from a headrail and can be moved between an open position and a closed position, the window coverings each having a size determined by a length and a width of the window covering when in the closed position, the window coverings being available in a plurality of styles, each style based upon at least one of type and color of window covering material, manner in which the window covering material is opened and closed, location of any tilt control, location of any lift control, available options, and whether the shape of the window covering in the closed position is rectangular, arch, circular or angled, wherein the method comprises:

establishing for each style of window covering a pricing table in which prices are assigned according to the length and width of the window covering when in the closed position;

providing a display having a first portion and a second portion in which the first portion contains at least one sample window covering representative of a style of window covering being offered for sale, and a second portion containing a plurality of swatch cards, each swatch card corresponding to one of the styles of windows coverings being offered for sale; and

providing on each swatch card, a sample of window covering material, the pricing table for the style of window covering to which the sample of window covering material applies and further applicable information selected from the group consisting of product name, product identification number, vendor name, vendor address, vendor telephone number, manufacturer information, window covering material name, window covering material color, window covering material identification number, text indicating any available choices of manner in which the

window covering material is opened and closed, location of tilt control, location of lift control, shipping options, available discounts, available options, and whether the shape of the window covering in the closed position is rectangular, arch, circular or angled, and illustrations indicating any available choices of manner in which the window covering material is opened and closed, location of any tilt control, location of any lift control, shipping options, available discounts, available options, and whether the shape of the window covering in the closed position is rectangular, arch, circular or angled.

2. The method of claim 1 wherein multiple copies of swatch cards are provided for at least one of the styles of window coverings.

3. The method of claim 1 also comprising permitting customers to select and remove from the display at least one swatch card.

4. The method of claim 3 also comprising charging the customer for the at least one swatch card removed from the display by the customer.

5. The method of claim 4 also comprising refunding at least a portion of an amount charged the customer for removing the at least one swatch card removed from the display by the customer.

6. The method of claim 1 also comprising grouping the window coverings being offered for sale into product families and placing on each swatch card at least one of a text and a color

corresponding to the product families in which the window covering product corresponding to the swatch card has been grouped.

7. The method of claim 6 wherein the product families are selected from the group consisting of pleated shades, cellular shades, single cell cellular shades, double cell cellular shades, roman shades, vertical blinds, vinyl vertical blinds, wood vertical blinds, composite vertical blinds, venetian blinds, vinyl venetian blinds, wood venetian blinds, composite venetian blinds, aluminum venetian blinds, 1" venetian blinds, 1½ venetian blinds, 2" venetian blinds, and roll-up shades.

8. The method of claim 6 wherein the swatch cards are presented in the display in groups, each group consisting of those swatch cards that correspond to a single product family.

9. The method of claim 1 wherein the first portion and the second portion of the display are in a single cabinet.

10. The method of claim 1 wherein the window covering material is attached to the swatch card so that the at least a portion of the window covering material is removable from the swatch card.

11. The method of claim 1 wherein the pricing table is provided on the swatch card by a customer who selects a swatch card having a sample of window covering material from one location and selects a pricing table from a different location and combines the pricing table with the swatch card.

12. The method of claim 1 wherein the pricing table is in matrix form having a plurality of rows and columns.

13. A method of selling window coverings of the type in which a window covering material is hung from a headrail and can be moved between an open position and a closed position, the window coverings each having a size determined by a length and a width of the window covering when in the closed position, the window coverings being available in a plurality of styles, each style based upon at least one of type and color of window covering material, manner in which the window covering material is opened and closed, location of any tilt control, location of any lift control, available options, and whether the shape of the window covering in the closed position is rectangular, arch, circular or angled, wherein the method comprises:

establishing for each style of window covering a pricing table in which prices are assigned according to the length and width of the window covering when in the closed position;

providing a display having a first portion and a second portion in which the first portion contains at least one photograph of a style of window covering being offered for sale, and a second portion containing a plurality of swatch cards, each swatch card corresponding to one of the styles of windows coverings being offered for sale; and

providing on each swatch card, a sample, photograph or reproduction of window covering material, the pricing table for the style of window covering to which the sample of window covering material applies and further applicable information selected from the group consisting of product name, product identification number, vendor name, vendor address, vendor

telephone number, manufacturer information, window covering material name, window covering material color, window covering material identification number, text indicating any available choices of manner in which the window covering material is opened and closed, location of tilt control, location of lift control, shipping options, available discounts, available options, and whether the shape of the window covering in the closed position is rectangular, arch, circular or angled, and illustrations indicating any available choices of manner in which the window covering material is opened and closed, location of any tilt control, location of any lift control, shipping options, available discounts, available options, and whether the shape of the window covering in the closed position is rectangular, arch, circular or angled.

14. The method of claim 13 wherein multiple copies of swatch cards are provided for at least one of the styles of window coverings.

15. The method of claim 13 also comprising permitting customers to select and remove from the display at least one swatch card.

16. The method of claim 15 also comprising charging the customer for the at least one swatch card removed from the display by the customer.

17. The method of claim 16 also comprising refunding at least a portion of an amount charged the customer for removing the at least one swatch card removed from the display by the customer.

18. The method of claim 13 also comprising grouping the window coverings being offered for sale into product families and placing on each swatch card at least one of a text and a color corresponding to the product families in which the window covering product corresponding to the swatch card has been grouped.

19. The method of claim 18 wherein the product families are selected from the group consisting of pleated shades, cellular shades, single cell cellular shades, double cell cellular shades, roman shades, vertical blinds, vinyl vertical blinds, wood vertical blinds, composite vertical blinds, venetian blinds, vinyl venetian blinds, wood venetian blinds, composite venetian blinds, aluminum venetian blinds, 1" venetian blinds, 1½ venetian blinds, 2" venetian blinds, and roll-up shades.

20. The method of claim 18 wherein the swatch cards are presented in the display in groups, each group consisting of those swatch cards that correspond to a single product family.

21. The method of claim 13 wherein the first portion and the second portion of the display are in a single cabinet.

22. The method of claim 13 wherein the window covering material is attached to the swatch card so that the at least a portion of the window covering material is removable from the swatch card.

23. The method of claim 13 wherein the pricing table is provided on the swatch card by a customer who selects a swatch card having a sample of window covering material from one

location and selects a pricing table from a different location and combines the pricing table with the swatch card.

24. The method of claim 13 wherein the pricing table is in matrix form having a plurality of rows and columns.

25. A display for selling window coverings of the type in which a window covering material is hung from a headrail and can be moved between an open position and a closed position, the window coverings each having a size determined by a length and a width of the window covering when in the closed position, the window coverings being available in a plurality of styles, each style based upon at least one of type and color of window covering material, manner in which the window covering material is opened and closed, location of any tilt control, location of any lift control, available options, and whether the shape of the window covering in the closed position is rectangular, arch, circular or angled, wherein the display comprises:

a rack containing a plurality of swatch cards, each swatch card corresponding to one of the styles of windows coverings being offered for sale, each swatch card containing a sample of window covering material, a pricing table for the style of window covering to which the sample of window covering material applies and further applicable information selected from the group consisting of product name, product identification number, vendor name, vendor address, vendor telephone number, manufacturer information, window covering material name, window covering material color, window covering material identification number, text indicating any available choices of manner in which the window covering material is raised and lowered, location of tilt

control, location of lift control, shipping options, available discounts, available accessories, and whether the shape of the window covering in the closed position is rectangular, arch, circular or angled, and illustrations indicating any available choices of manner in which the window covering material is raised and lowered, location of any tilt control, location of any lift control, shipping options, available discounts, available options, and whether the shape of the window covering in the closed position is rectangular, arch, circular or angled ; and establishing for each style of window covering a pricing table in which prices are assigned according to the width and length of the window covering when in the closed position plus any selected options; and

at least one sample or photograph of a window covering representative of a style of window covering being offered for sale, and positioned adjacent the rack.

26. The display of claim 25 wherein the rack and the at least one sample or photograph of a window covering are in a single cabinet.

27. The display of claim 26 wherein the cabinet comprises at least one storage bin.

28. The display of claim 27 wherein the at least one sample window covering is placed over the at least one storage bin.

29. The display of claim 26 wherein the cabinet contains at least one drawer.



30. The display of claim 25 wherein the window covering material is attached to the swatch card so that the at least a portion of the window covering material can be expanded to extend from the swatch card.

31. The display of claim 25 wherein each swatch card contains indicia identifying the swatch card as corresponding to one of a plurality of product families and the swatch cards are grouped in the rack by product family.

32. A display for selling window coverings of the type in which a window covering material is hung from a headrail and can be moved between an open position and a closed position, the window coverings each having a size determined by a length and a width of the window covering when in the closed position, the window coverings being available in a plurality of styles, each style based upon at least one of type and color of window covering material, manner in which the window covering material is opened and closed, location of any tilt control, location of any lift control, available options, and whether the shape of the window covering in the closed position is rectangular, arch, circular or angled, wherein the display comprises:

a rack containing a plurality of swatch cards, each swatch card corresponding to one of the styles of windows coverings being offered for sale, each swatch card containing a sample of window covering material, a pricing reference and further applicable information selected from the group consisting of product name, product identification number, vendor name, vendor address, vendor telephone number, manufacturer information, window covering material name, window covering material color, window covering material identification number, text indicating

any available choices of manner in which the window covering material is raised and lowered, location of tilt control, location of lift control, shipping options, available discounts, available accessories, and whether the shape of the window covering in the closed position is rectangular, arch, circular or angled, and illustrations indicating any available choices of manner in which the window covering material is raised and lowered, location of any tilt control, location of any lift control, shipping options, available discounts, available options, and whether the shape of the window covering in the closed position is rectangular, arch, circular or angled ; and establishing for each style of window covering a pricing table in which prices are assigned according to the width and length of the window covering when in the closed position plus any selected options;

at least one pricing table containing the pricing reference that appears on the swatch cards and positioned adjacent the rack; and

at least one sample or photograph of a window covering representative of a style of window covering being offered for sale, and positioned adjacent the rack.

33. The display of claim 32 wherein the rack, at least one pricing table and the at least one sample or photograph of a window covering are in a single cabinet.

34. The display of claim 32 wherein the cabinet comprises at least one storage bin.

35. The display of claim 34 wherein the at least one sample window covering is placed over the at least one storage bin.

36. The display of claim 33 wherein the cabinet contains at least one drawer.

37. The display of claim 32 wherein the window covering material is attached to the swatch card so that the at least a portion of the window covering material can be expanded to extend from the swatch card.

38. The display of claim 32 wherein each swatch card contains indicia identifying the swatch card as corresponding to one of a plurality of product families and the swatch cards are grouped in the rack by product family.

39. A display for selling window coverings of the type in which a window covering material is hung from a headrail and can be moved between an open position and a closed position, the window coverings each having a size determined by a length and a width of the window covering when in the closed position, the window coverings being available in a plurality of styles, each style based upon at least one of type and color of window covering material, manner in which the window covering material is opened and closed, location of any tilt control, location of any lift control, available options, and whether the shape of the window covering in the closed position is rectangular, arch, circular or angled, wherein the display comprises:

a rack containing a plurality of swatch cards, each swatch card corresponding to one of the styles of windows coverings being offered for sale, each swatch card containing a photograph or reproduction of window covering material, a pricing table for the style of window covering to which the photograph or reproduction of window covering material applies, and further

applicable information selected from the group consisting of product name, product identification number, vendor name, vendor address, vendor telephone number, manufacturer information, window covering material name, window covering material color, window covering material identification number, text indicating any available choices of manner in which the window covering material is raised and lowered, location of tilt control, location of lift control, shipping options, available discounts, available accessories, and whether the shape of the window covering in the closed position is rectangular, arch, circular or angled, and illustrations indicating any available choices of manner in which the window covering material is raised and lowered, location of any tilt control, location of any lift control, shipping options, available discounts, available options, and whether the shape of the window covering in the closed position is rectangular, arch, circular or angled ; and

at least one sample or photograph of a window covering representative of a style of window covering being offered for sale, and positioned adjacent the rack.

40. The display of claim 39 wherein the rack and the at least one sample or photograph of a window covering are in a single cabinet.

41. The display of claim 40 wherein the cabinet comprises at least one storage bin.

42. The display of claim 41 wherein the at least one sample window covering is placed over the at least one storage bin.

43. The display of claim 40 wherein the cabinet contains at least one drawer.

44. The display of claim 39 wherein the window covering material is attached to the swatch card so that the at least a portion of the window covering material can be expanded to extend from the swatch card.

45. The display of claim 39 wherein each swatch card contains indicia identifying the swatch card as corresponding to one of a plurality of product families and the swatch cards are grouped in the rack by product family.